

Claims

1 1. A system for collecting, processing, and presenting survey
2 information comprising:

3 I. an automated survey communication system for connecting to a
4 survey participant and obtaining survey data, said survey communication
5 system capable of executing software scripts for implementing desired
6 automated survey routines;

7 II. a customer viewpoint module for providing software scripts to
8 said survey communication system for surveying survey participants who
9 are customers and further for receiving said survey data from said survey
10 communication system, said survey data obtained from the patients
11 including patient viewpoint data;

12 III. a personal clinical data analysis module for generating analyzed
13 data generated by analyzing said participant survey data, wherein said
14 personal clinical data analysis module generates reports on said analyzed
15 data for use by the survey consumer;

16 IV. an office team viewpoint module for providing software scripts to
17 said survey communication system for surveying survey participants who
18 are employees and further for receiving said survey data from said survey
19 communication system, said survey data obtained from the employees
20 including employee viewpoint data;

21 V. an office fiscal performance viewpoint module for providing
22 software scripts to said survey communication system for surveying survey
23 participants who are managers and further for receiving said survey data
24 from said survey communication system, said survey data obtained from the
25 managers including fiscal performance data; and

26 VI. an office data presentation module for generating assessed
27 survey information for presenting to end users in a formatted manner, said

28 assessed survey information including information for providing quality
29 assessments of an organization.

1 2. The system according to claim 1 wherein said generating
2 assessed survey information for presenting to end users in a formatted
3 manner utilizes a compass viewpoint information presentation paradigm.

1 3. The system according to claim 1 applied to a medical care
2 provider, wherein said customer is a patient, said system further comprising:

3 a comparative practice data repository for storing and retrieving said
4 survey data and for storing and retrieving said analyzed data and for storing
5 and retrieving said assessed survey information;

6 a historical data repository on clinic performance for storing fiscal
7 historical performance normative data for use by said office data
8 presentation module for generating and displaying historical fiscal
9 performance comparisons for predicting fiscal success; and

10 a clinical and pathophysiologic normative data repository for storing
11 clinical and pathophysiologic normative data obtained from various sources,
12 said clinical and pathophysiologic normative data relating patient parameters
13 including age, gender, and medical conditions.

1 4. The system according to claim 3 wherein said customer
2 viewpoint data includes:

- 3 A. customer satisfaction data;
- 4 B. office process viewpoint data;
- 5 C. provider care and concern data; and
- 6 D. verbatim viewpoint comments;

7 and further wherein said employee viewpoint data includes:

- 8 A. job performance data including:
 - 9 i. ability to keep pace data;

10 ii. opportunities to improve data;
11 iii. job security data; and
12 iv. performance expectations data;
13 B. team function data including:
14 i. team communication data;
15 ii. team operation data;
16 iii. stress environment data;
17 iv. change implementation data; and
18 v. overall viewpoint data;
19 C. verbatim comments; and
20 D. employee function data;

21 and still further wherein said fiscal performance data includes:

22 A. staffing data;
23 B. compliance data;
24 C. encounter frequency data;
25 D. production data;
26 E. collections data
27 F. receipts data;
28 G. accounts receivable data;
29 H. cost data; and
30 I. overhead data;

1 5. The system according to claim 4 wherein said analyzed data
2 includes:

3 A. comparative patient level data for storing in said clinical
4 and pathophysiological normative data repository, said comparative
5 patient level data including:
6 i. patient age data;
7 ii. patient gender data;
8 iii. patient functional health status data

9 iv. patient health screening data
10 v. patient family medical history data;
11 vi. patient medication data;
12 vii. patient pathophysiology data;
13 viii. patient health habits data;
14 ix. patient counseling data;
15 x. patient satisfaction data;
16 xi. patient health care access data; and
17 xii. patient payment capability data;

18 B. comparative data for stored in said comparative practice
19 data repository; and

20 C. analyzed data stored in said comparative practice data
21 repository.

1 6. The system according to claim 5 wherein said assessed survey
2 information includes:

3 A. patient viewpoint results including:
4 i. office process viewpoints;
5 ii. provider care and concern viewpoints;
6 iii. overall visit viewpoints; and
7 iv. verbatim comments on processes;

8 B. functional health status results; and

9 C. fiscal performance viewpoint results.

1 7. The system according to claim 1 applied to a medical care
2 provider wherein said customer is a patient and further wherein said
3 analyzed data includes:

4 A. comparative patient level data for storing in said clinical
5 and pathophysiological normative data repository, said comparative
6 patient level data including:

7 i. patient age data;
8 ii. patient gender data;
9 iii. patient functional health status data
10 iv. patient health screening data
11 v. patient family medical history data;
12 vi. patient medication data;
13 vii. patient pathophysiology data;
14 viii. patient health habits data;
15 ix. patient counseling data;
16 x. patient satisfaction data;
17 xi. patient health care access data; and
18 xii. patient payment capability data;

19 B. comparative data for stored in said comparative practice
20 data repository; and

21 C. analyzed data stored in said comparative practice data
22 repository.

1 8. The system according to claim 7 wherein said assessed survey
2 information includes:

3 A. patient viewpoint results including:
4 i. office process viewpoints;
5 ii. provider care and concern viewpoints;
6 iii. overall visit viewpoints; and
7 iv. verbatim comments on processes;
8 B. functional health status results; and
9 C. fiscal performance viewpoint results.

1 9. The system according to claim 3 applied to a medical care
2 provider, wherein said customer is a patient and further wherein said
3 assessed survey information includes:

4 A. patient viewpoint results including:

5 i. office process viewpoints;

6 ii. provider care and concern viewpoints;

7 iii. overall visit viewpoints; and

8 iv. verbatim comments on processes;

9 B. functional health status results; and

10 C. fiscal performance viewpoint results.

1 10. The system according to claim 1 applied to a medical care
2 provider wherein said customer is a patient and further wherein said
3 analyzed data includes:

4 patient family and social histories;
5 reviews of health habits;
6 health concerns;
7 medication reviews;
8 health screening information; and
9 recommendations based on nationally accepted guidelines, age,
10 gender, and condition specific care.

1 11. The system according to claim 10 wherein said generating
2 assessed survey information for presenting to end users in a formatted
3 manner utilizes a compass viewpoint information presentation paradigm.

1 12. A system for collecting, processing, and presenting survey
2 information for a medical care provider comprising:

3 I. a survey communication system for connecting to a survey
4 participant and obtaining participant survey data, said survey communication
5 system comprising:

6 A. a connection device connected to a communication
7 network for connecting said communication network to a survey
8 participant; and

9 B. an automated surveying system connected to said
10 connection device, wherein said automated surveying system executes
11 survey scripts for collecting survey data from the survey participant,
12 said automated surveying system including an automated interactive
13 voice recognition unit for accepting oral responses from the survey
14 participant, said automated interactive voice recognition unit including a
15 voice recognition module to interpret said oral responses and generate
16 said participant survey data therefrom;

17 said automation surveying system further including a means for
18 recording verbatim comments;

19 II. a patient viewpoint module for providing software scripts to said
20 survey communication system for surveying survey participants who are
21 patients and further for receiving said survey data including patient survey
22 data obtained from the patient, from said survey communication syste, said
23 patient viewpoint module containing physician office survey programs
24 comprising:

25 A. a patient viewpoint program for providing patient
26 viewpoint survey scripts to said external surveying system for obtaining
27 participant viewpoint data from the patient;

28 B. a functional health status program for providing functional
29 health status survey scripts to said external surveying system for
30 obtaining functional health status data from the patient;

31 C. a panel membership program for providing a panel
32 membership survey script to said external surveying system for inviting
33 the patient to join a panel;

34 D. a verbatim comments program for providing verbatim
35 comments survey scripts for obtaining said verbatim comments from
36 the patient;

E. a data storage program for checking an integrity of said participant survey data, and for storing participant survey data that passes an integrity check into a comparative practice data repository; said patient survey data including:

- i. said participant viewpoint data including:
 - participant satisfaction data;
 - office process viewpoint data;
 - provider care and concern data; and
 - verbatim viewpoint comments;
- ii. said functional health status data; and
- iii. said verbatim comments;

and

F. a data reporting program for providing a report to the patient;

III. a personal clinical data analysis module for generating analyzed data for storage in said comparative practice data repository, said analyzed data generated by analyzing said participant survey data, comparative patient level data obtained from a clinical and pathophysiological normative data repository, and primary data obtained from said comparative practice data repository, wherein said generated analyzed data includes:

A. comparative patient level data for storing in said clinical and pathophysiological normative data repository, said comparative patient level data including:

- i. patient age data;
- ii. patient gender data;
- iii. patient functional health status data
- iv. patient health screening data
- v. patient family medical history data;
- vi. patient medication data;
- vii. patient pathophysiology data;

75 B. comparative data for stored in said comparative practice
76 data repository; and

77 C. analyzed data stored in said comparative practice data
78 repository;

79 wherein said personal clinical data analysis module generates said
80 analyzed data after an expiration of a period of time since said survey
81 information was last generated, and further wherein

82 said personal clinical data analysis module generates reports on said
83 analyzed data for use by the survey consumer;

84 IV. an office team viewpoint module for providing software scripts to
85 said survey communication system for surveying survey participants who
86 are employees, for validating said employee before providing data access,
87 and further for receiving said survey data including employee survey data
88 obtained from the employee, said employee survey data including:

89 A. job performance data including:

90 i. ability to keep pace data;
91 ii. opportunities to improve data;
92 iii. job security data; and
93 iv. performance expectations data;

94 B. team function data including:

95 i. team communication data;
96 ii. team operation data;
97 iii. stress environment data;
98 iv. change implementation data; and
99 v. overall viewpoint data;
100 C. verbatim comments; and
101 D. employee function data;

102 Wherein said employee survey data is stored in said comparative
103 practice data repository;

104 V. an office fiscal performance viewpoint module for providing
105 software scripts to said survey communication system for surveying survey
106 participants who are managers, for validating said manager before providing
107 data access, and further for receiving said survey data including fiscal
108 performance data obtained from the manager, said fiscal performance data
109 including:

110 staffing data;
111 compliance data;
112 encounter frequency data;
113 production data;
114 collections data
115 receipts data;
116 accounts receivable data;
117 cost data; and
118 overhead data;

119 wherein said office fiscal performance viewpoint module stores said
120 fiscal performance data in said comparative practice data repository; and
121 further wherein said office fiscal performance viewpoint module archives
122 historical fiscal performance data in said historical data repository on clinic
123 performance;

124 and

125 VI. a physician office data presentation module for generating
126 assessed survey information including:

127 A. patient viewpoint assessments generated using said
128 patient viewpoint data and said analyzed data obtained from said
129 comparative practice data repository;

130 B. office team viewpoint assessments generated using said
131 employee survey data obtained from said comparative practice data
132 repository;

133 C. office fiscal performance viewpoint assessments
134 generated using said fiscal data obtained from said comparative
135 practice data repository and said historical data repository on clinic
136 performance; and

137 D. personal clinical compass viewpoint assessments;

138 said physician office data presentation module further for formatting
139 said assessed survey information for display to the survey consumer, said
140 formatted assessed survey information including:

141 A. patient viewpoint results including:

142 i. office process viewpoints;
143 ii. provider care and concern viewpoints;
144 iii. overall visit viewpoints; and
145 iv. verbatim comments on processes;

146 B. functional health status results;

147 C. fiscal performance viewpoint results including:

148 D. verbatim comments organized by category;

149 E. survey information sorted according to survey consumer
150 entered criteria, said sorting criteria including Boolean sorting.

1 13. The system according to claim 12 wherein said physician office
2 data presentation module formats said assessed survey information utilizing
3 a compass viewpoint information presentation paradigm.

1 14. A method for collecting, processing, and presenting survey
2 information comprising the steps of:

3 I. connecting to a survey participant over an external
4 communication system;

5 II. conducting a plurality of automated surveys with survey
6 participants for obtaining survey data, said conducting a plurality of
7 automated surveys including the steps of:

8 A. conducting a survey with a participant who is a customer
9 to obtain survey data including customer viewpoint data;

10 B. conducting a survey with a participant who is an
11 employee to obtain survey data including employee viewpoint data;
12 and

13 C. conducting a survey with a participant who is a manager
14 to obtain survey data including fiscal performance data;

15 III. generating analyzed data from said survey data, wherein said
16 analyzed data utilizes the compass viewpoint information presentation
17 paradigm;

18 IV. generating reports utilizing said survey data and said analyzed
19 data, said reports for use by a survey consumer or for use by said survey
20 participant;

21 V. generating assessed survey information from said survey data
22 and said analyzed data, and

23 VI. formatting said assessed survey information for display to a
24 survey consumer.

1 15. The method according to claim 14 wherein said formatting said
2 assessed survey information is done according to a compass viewpoint
3 information presentation paradigm.

1 16. The method according to claim 14 wherein said customer
2 viewpoint data includes:

3 A. customer satisfaction data;
4 B. office process viewpoint data;
5 C. provider care and concern data; and
6 D. verbatim viewpoint comments;

7 and further wherein said employee viewpoint data includes:

8 A. job performance data including:
9 i. ability to keep pace data;
10 ii. opportunities to improve data;
11 iii. job security data; and
12 iv. performance expectations data;
13 B. team function data including:
14 i. team communication data;
15 ii. team operation data;
16 iii. stress environment data;
17 iv. change implementation data; and
18 v. overall viewpoint data;
19 C. verbatim comments; and
20 D. employee function data;

21 and still further wherein said fiscal performance data includes:

22 A. staffing data;

23 B. compliance data;
24 C. encounter frequency data;
25 D. production data;
26 E. collections data
27 F. receipts data;
28 G. accounts receivable data;
29 H. cost data; and
30 I. overhead data.

1 17. The method according to claim 16 as applied to a medical care
2 facility wherein said customer is a patient and further wherein said analyzed
3 data includes:

4 A. comparative patient level data including:
5 i. patient age data;
6 ii. patient gender data;
7 iii. patient functional health status data
8 iv. patient health screening data
9 v. patient family medical history data;
10 vi. patient medication data;
11 vii. patient pathophysiology data;
12 viii. patient health habits data;
13 ix. patient counseling data;
14 x. patient satisfaction data;
15 xi. patient health care access data; and
16 xii. patient payment capability data;

1 18. The method according to claim 17 wherein said assessed
2 survey information includes:

3 A. patient viewpoint results including:
4 i. office process viewpoints;
5 ii. provider care and concern viewpoints;
6 iii. overall visit viewpoints; and

7 iv. verbatim comments on processes;

8 B. functional health status results; and

9 C. fiscal performance viewpoint results.

1 19. The method according to claim 18 wherein said formatting said
2 assessed survey information is done according to a compass viewpoint
3 information presentation paradigm.

1 20. The method according to claim 14 applied to a medical care
2 provider wherein said customer is a patient and further wherein said
3 analyzed data includes:

4 A. comparative patient level data including:

5 i. patient age data;

6 ii. patient gender data;

7 iii. patient functional health status data

8 iv. patient health screening data

9 v. patient family medical history data;

10 vi. patient medication data;

11 vii. patient pathophysiology data;

12 viii. patient health habits data;

13 ix. patient counseling data;

14 x. patient satisfaction data;

15 xi. patient health care access data; and

16 xii. patient payment capability data;

1 21. The method according to claim 20 wherein said assessed
2 survey information includes:

3 A. patient viewpoint results including:

4 i. office process viewpoints;

5 ii. provider care and concern viewpoints;

6 iii. overall visit viewpoints; and

7 iv. verbatim comments on processes;
8 B. functional health status results; and
9 C. fiscal performance viewpoint results.

1 22. The method according to claim 21 wherein said formatting said
2 assessed survey information is done according to a compass viewpoint
3 information presentation paradigm.

1 23. A method for collecting, processing, and presenting survey
2 information comprising the steps of:

3 I. connecting to a survey participant over an external
4 communication system;
5 II. conducting a plurality of automated surveys with survey
6 participants, said automated surveys being conducted according to survey
7 scripts, said survey scripts providing instructions for conducting said
8 automated survey to collect survey data, said conducting a plurality of
9 automated surveys with survey participants including the steps of:

10 A. conducting a survey with a participant who is a customer
11 according to customer survey scripts including scripts for obtaining
12 survey data including customer viewpoint data;

13 B. conducting a survey with a participant who is an
14 employee according to employee survey scripts including scripts for
15 obtaining survey data including employee viewpoint data; and

16 C. conducting a survey with a participant who is a manager
17 according to manager survey scripts including scripts for obtaining
18 survey data including fiscal performance data;

19 III. generating analyzed data from said survey data, wherein said
20 analyzed data utilizes a compass viewpoint information presentation
21 paradigm;

22 IV. generating reports utilizing said survey data and said analyzed
23 data, said reports for use by a survey consumer or for use by said survey
24 participant;

25 V. generating assessed survey information from said survey data
26 and said analyzed data, and

27 VI. formatting said assessed survey information for display to a
28 survey consumer.

1 24. The method according to claim 23 wherein said customer
2 viewpoint data includes:

- 3 A. customer satisfaction data;
- 4 B. office process viewpoint data;
- 5 C. provider care and concern data; and
- 6 D. verbatim viewpoint comments;

7 and further wherein said employee viewpoint data includes:

- 8 A. job performance data including:
 - 9 i. ability to keep pace data;
 - 10 ii. opportunities to improve data;
 - 11 iii. job security data; and
 - 12 iv. performance expectations data;
- 13 B. team function data including:
 - 14 i. team communication data;
 - 15 ii. team operation data;
 - 16 iii. stress environment data;
 - 17 iv. change implementation data; and
 - 18 v. overall viewpoint data;
- 19 C. verbatim comments; and
- 20 D. employee function data;

21 and still further wherein said fiscal performance data includes:

22 A. staffing data;
23 B. compliance data;
24 C. encounter frequency data;
25 D. production data;
26 E. collections data
27 F. receipts data;
28 G. accounts receivable data;
29 H. cost data; and
30 I. overhead data.

1 25. The method according to claim 23 applied to a medical care
2 provider, wherein said customer is a patient and further wherein said
3 analyzed data includes:

4 A. comparative patient level data including:
5 i. patient age data;
6 ii. patient gender data;
7 iii. patient functional health status data
8 iv. patient health screening data
9 v. patient family medical history data;
10 vi. patient medication data;
11 vii. patient pathophysiology data;
12 viii. patient health habits data;
13 ix. patient counseling data;
14 x. patient satisfaction data;
15 xi. patient health care access data; and
16 xii. patient payment capability data.

1 26. The method according to claim 23 wherein said assessed
2 survey information includes:

3 A. patient viewpoint results including:
4 i. office process viewpoints;

5 ii. provider care and concern viewpoints;
6 iii. overall visit viewpoints; and
7 iv. verbatim comments on processes;
8 B. functional health status results; and
9 C. fiscal performance viewpoint results.

1 27. The method according to claim 26 applied to a medical care
2 provider, wherein said customer is a patient and further wherein said
3 analyzed data includes:

4 A. comparative patient level data including:
5 i. patient age data;
6 ii. patient gender data;
7 iii. patient functional health status data
8 iv. patient health screening data
9 v. patient family medical history data;
10 vi. patient medication data;
11 vii. patient pathophysiology data;
12 viii. patient health habits data;
13 ix. patient counseling data;
14 x. patient satisfaction data;
15 xi. patient health care access data; and
16 xii. patient payment capability data.

1 28. The method according to claim 27 wherein said formatting said
2 assessed survey information is done according to a compass viewpoint
3 information presentation paradigm.

1 29. A method for collecting, processing, and presenting survey
2 information comprising the steps of:

3 I. connecting to a survey participant over an external
4 communication system;

5 II. conducting a plurality of automated surveys with survey
6 participants, said automated surveys being conducted according to survey
7 scripts, said survey scripts providing instructions for conducting said
8 automated survey to collect survey data, said conducting a plurality of
9 automated surveys with survey participants including the steps of:

10 A. conducting a survey with a participant who is a customer
11 according to customer survey scripts including scripts for obtaining
12 survey data including customer viewpoint data including:

13 i. customer satisfaction data;
14 ii. office process viewpoint data;
15 iii. provider care and concern data; and
16 iv. verbatim viewpoint comments;

17 B. conducting a survey with a participant who is an
18 employee according to employee survey scripts including scripts for
19 obtaining survey data including employee viewpoint data; said
20 employee viewpoint data including:

21 i. job performance data including:
22 ability to keep pace data;
23 opportunities to improve data;
24 job security data; and

25 performance expectations data;

26 ii. team function data including:

27 team communication data;

team operation data;

29 stress environment data;

30 change implementation data; and

31 overall viewpoint data;

33 iv. employee function data;

34 and

C. conducting a survey with a participant who is a manager according to manager survey scripts including scripts for obtaining survey data including fiscal performance data, said fiscal performance data includes:

i. staffing data;

ii. compliance data;

iii. encounter frequency data;

iv. production data;

v. collections data

vi. receipts dat

vii. accounts receivable data;

viii. cost data; and

ix. overhead data;

48 III. generating analyzed data from said survey data, said analyzed
49 data including:

50 A. comparative patient level data for storing in said clinical
51 and pathophysiological normative data repository, said comparative
52 patient level data including:

53 i. patient age data;
54 ii. patient gender data;
55 iii. patient functional health status data
56 iv. patient health screening data
57 v. patient family medical history data;
58 vi. patient medication data;
59 vii. patient pathophysiology data;
60 viii. patient health habits data;
61 ix. patient counseling data;
62 x. patient satisfaction data;
63 xi. patient health care access data; and
64 xii. patient payment capability data;

65 B. comparative data for stored in said comparative practice
66 data repository including comparisons to nationally accepted
67 guidelines; and

68 C. historical comparisons based on analyzed data stored in said
69 comparative practice data repository.

70 IV. generating reports utilizing said survey data and said analyzed
71 data, said reports for use by a survey consumer or for use by said survey
72 participant; and

73 V. generating assessed survey information from said survey data
74 and said analyzed data, said assessed survey information including:

75 A. patient viewpoint results including:
76 i. office process viewpoints;
77 ii. provider care and concern viewpoints;
78 iii. overall visit viewpoints; and
79 iv. verbatim comments on processes;

80 B. functional health status results; and

81 C. fiscal performance viewpoint results;

82 and

83 VI. formatting said assessed survey information according to a
84 compass viewpoint information presentation paradigm for display to a
85 survey consumer, said formatting including presentation of charts, graphs,
86 and textual reports.

1 30. A system for collecting, processing, and presenting survey
2 information comprising:

3 I. means for connecting to a survey participant over an external
4 communication system;

5 II. means for conducting a plurality of automated surveys with
6 survey participants for obtaining survey data, said means for conducting a
7 plurality of automated surveys including:

8 A. means for conducting a survey with a participant who is a
9 customer to obtain survey data including customer viewpoint data;

10 B. means for conducting a survey with a participant who is
11 an employee to obtain survey data including employee viewpoint data;
12 and

13 C. means for conducting a survey with a participant who is a
14 manager to obtain survey data including fiscal performance data;

15 III. means for generating analyzed data from said survey data,
16 wherein said analyzed data utilizes a compass viewpoint information
17 presentation paradigm;

18 IV. means for generating reports utilizing said survey data and said
19 analyzed data, said reports for use by a survey consumer or for use by said
20 survey participant; and

21 V. means for generating assessed survey information from said
22 survey data and said analyzed data, and

23 VI. mean for formatting said assessed survey information for display
24 to a survey consumer.

1 31. The system according to claim 30 wherein said formatting said
2 assessed survey information is done according to a compass viewpoint
3 information presentation paradigm.

1 32. A system for collecting, processing, and presenting survey
2 information comprising:

3 I. means for connecting to a survey participant over an external
4 communication system;

5 II. means for conducting a plurality of automated surveys with
6 survey participants, said automated surveys being conducted according to
7 survey scripts, said survey scripts providing instructions for conducting said
8 automated survey to collect survey data, said conducting a plurality of
9 automated surveys with survey participants including the steps of:

10 A. means for conducting a survey with a participant who is a
11 patient according to patient survey scripts including scripts for obtaining
12 survey data including patient viewpoint data;

13 B. means for conducting a survey with a participant who is
14 an employee according to employee survey scripts including scripts for
15 obtaining survey data including employee viewpoint data; and

16 C. means for conducting a survey with a participant who is a
17 manager according to manager survey scripts including scripts for
18 obtaining survey data including fiscal performance data;

19 III. means for generating analyzed data from said survey data,
20 wherein said analyzed data utilizes a compass viewpoint information
21 presentation paradigm;

22 IV. means for generating reports utilizing said survey data and said
23 analyzed data, said reports for use by a survey consumer or for use by said
24 survey participant; and

25 V. means for generating assessed survey information from said
26 survey data and said analyzed data, and

27 VI. means for formatting said assessed survey information for
28 display to a survey consumer.

1 33. The system according to claim 32 wherein said formatting said
2 assessed survey information is done according to a compass viewpoint
3 information presentation paradigm.

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